

Exhibit A

Predominantly Purple

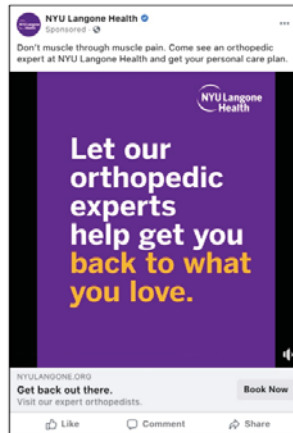
NYU Langone



Media: Social
Date: March 2021



Media: Online display
Date: October 2017

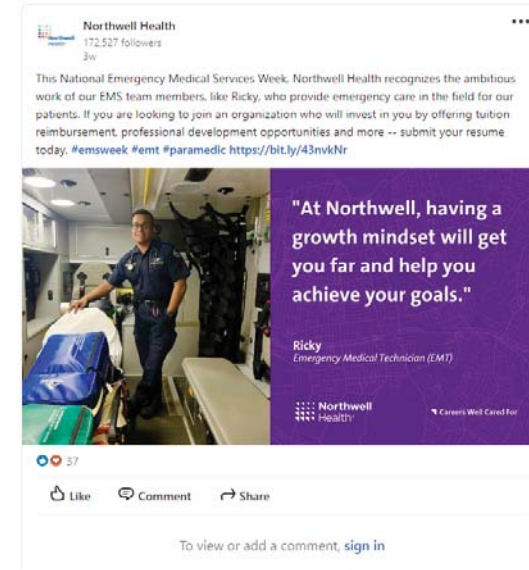


Media: Online display
Date: July 2019



Northwell

Media: LinkedIn post
Date Posted: May 2023



Media: Social
First Run Date: February 8, 2023



Purple with accent color

NYU Langone

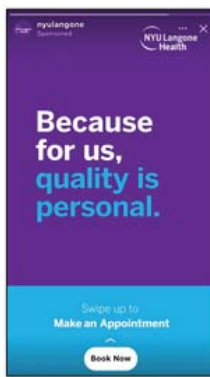
Media: Social Media
Date: March 2021



Media: Online Display
Date: November 2019



Media: Social Media
Date: March 2021



Media: Online Display
Date: May 2021



Media: Online Display
Date: May 2021



Northwell

Media: Paid Social (also print)
First Run Date: November 2022



Media: Online Display
First Run Date: October 22, 2021



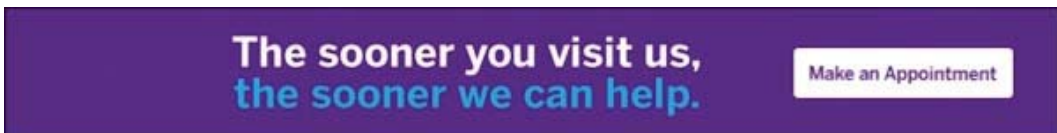
Media: Online Display
First Run Date: January 3, 2022



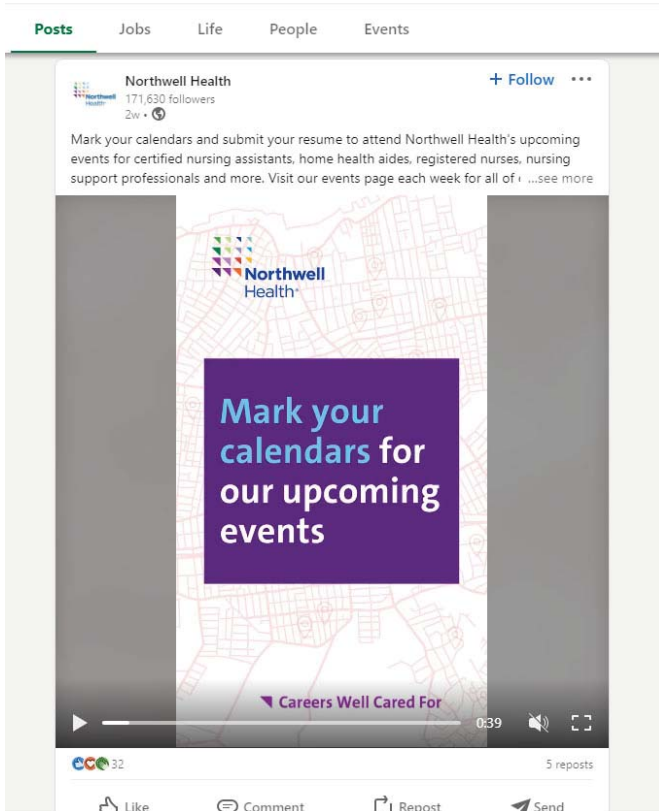
Media: Online Display
First Run Date: October 18, 2021

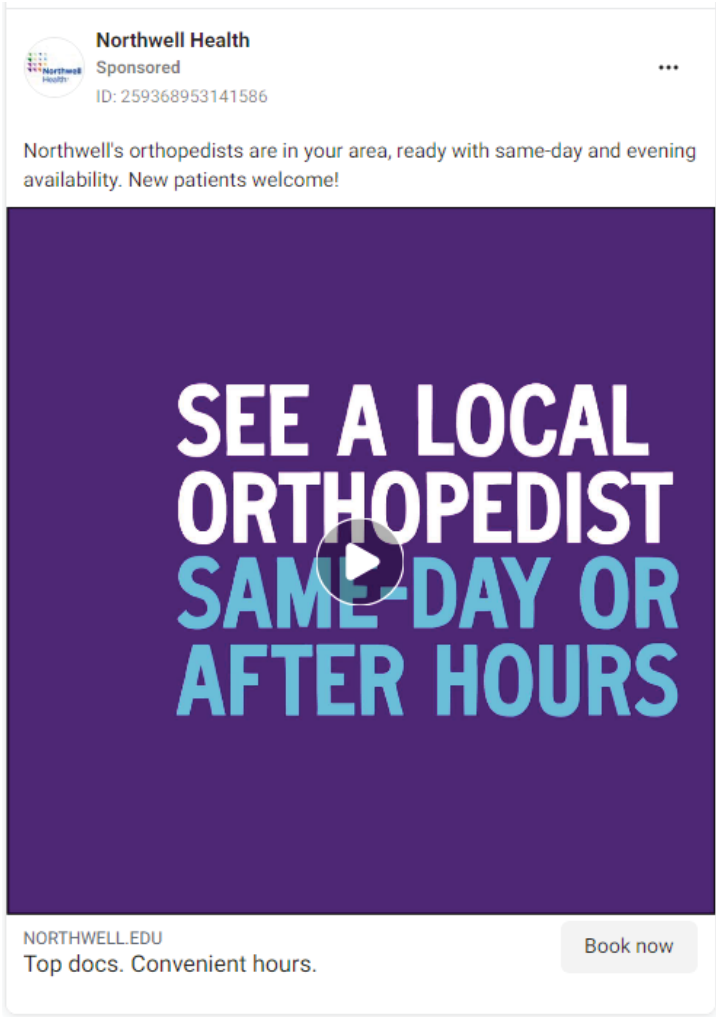







Media: Online Display
Date: May 2021




Additional Examples of Purple with Accent Color

Style	Date posted / (pulled)	Website/Screenshot
Purple with accent color	~5/18/23 (as of 6/1/23)	 <p>https://www.linkedin.com/posts/northwell-health_hiring-jobhunt-activity-7063940499815944192-VPgI?utm_source=share&utm_medium=member_desktop</p>

<p>Purple with accent color</p>	<p>5/15/23</p>	<div data-bbox="575 207 1287 1218"></div> <p>https://www.facebook.com/ads/library/?id=259368953141586 (for Northwell’s advertisements, launched on on Facebook and Instagram)</p>
-------------------------------------	----------------	---

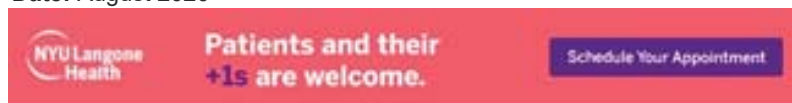
<p>Purple with accent color</p>	<p>5/17/23 (as of 6/1/23)</p>	<div data-bbox="604 224 1465 1234"><div><div>←</div><div>Tweet</div></div><div><div> Northwell Health Retweeted</div><div><div> Katz Institute for Women's Health @KatzWomensHlth</div><div>...</div></div></div><p>Before 1993 the majority of clinical studies excluded women. Join @KatzWomensHlth and @WHAMNow for a Twitter Chat focusing on what needs to be achieved in the next three years, not another 30 years, to create significant, impactful and sustainable change. Starting now. #3not30</p><div><div><div><div>TWITTER CHAT</div><div>ACCELERATING SEX-AND-GENDER-SPECIFIC RESEARCH</div><div>Wednesday, May 17, 2023 12:00pm EST</div></div><div><div>Join Katz Institute for Women's Health and Women's Health Access Matters for a Twitter Chat focusing on advancing sex-and-gender-specific research.</div><div>Join the conversation with #3not30.</div><div> Northwell Health Katz Institute for Women's Health</div><div> Women's Health Access Matters</div></div></div><div><div> Northwell Health and 6 others</div><div>12:00 PM · May 17, 2023 · 793 Views</div></div><div><div>4 Retweets</div><div>12 Likes</div></div></div><div data-bbox="571 1253 1885 1328"><p>https://twitter.com/KatzWomensHlth/status/1658865105331691522?cxt=HHwWhICx2cbBvIUuAAA</p></div></div>
-------------------------------------	---------------------------------------	--

<p>Purple with accent color</p>	<p>1/11/23 (as of 6/1/23)</p>	<div data-bbox="590 196 1896 1060"><div data-bbox="590 196 1896 256"><div>Reels</div><div>Shows</div><div>Explore</div></div><div data-bbox="621 261 1879 922">A screenshot of a Facebook video player. The video has a purple background with the Northwell logo (a grid of white triangles) and the text "Northwell SM" and "RAISE HEALTH" in white and blue. The video progress bar shows 0:13 / 0:14. Below the video, the title "Labs & Imaging: All of this to see all of you precisely!" is displayed. Below the title are icons for Like, Comment, and Share. To the right of these icons is a blue heart icon and the text "9 · 258 views".</div><div data-bbox="590 1084 1793 1159"><p>https://www.facebook.com/northwellhealth/videos/labs-imaging-all-of-this-to-see-all-of-you-precisely/1199713444010444/</p></div></div>
-------------------------------------	-----------------------------------	--

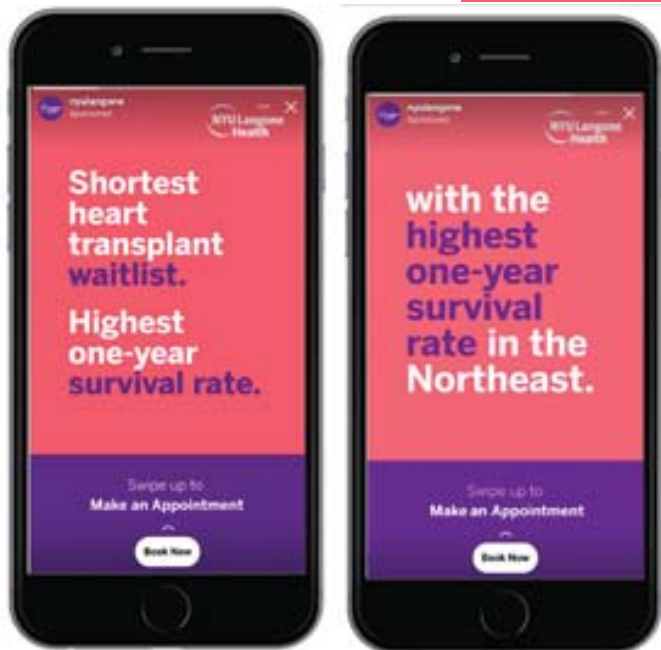
Purple with accent color

NYU Langone

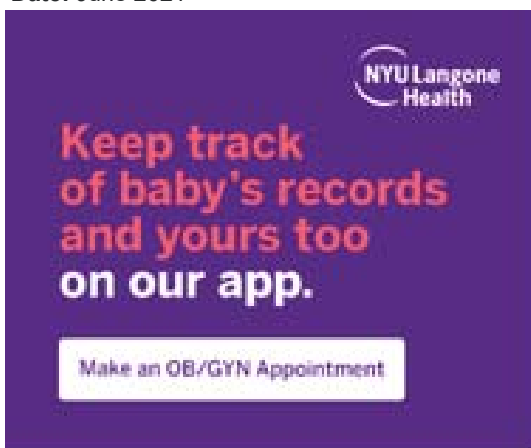
Media: Online Display
Date: August 2020



Media: Social Media
Date: January 2021



Media: Online Display
Date: June 2021



Media: Online Display
Date: May 2021



Northwell

Media: Print
First Run Date: November 8, 2021



Media: Online Display
First Run Date: July 11, 2022

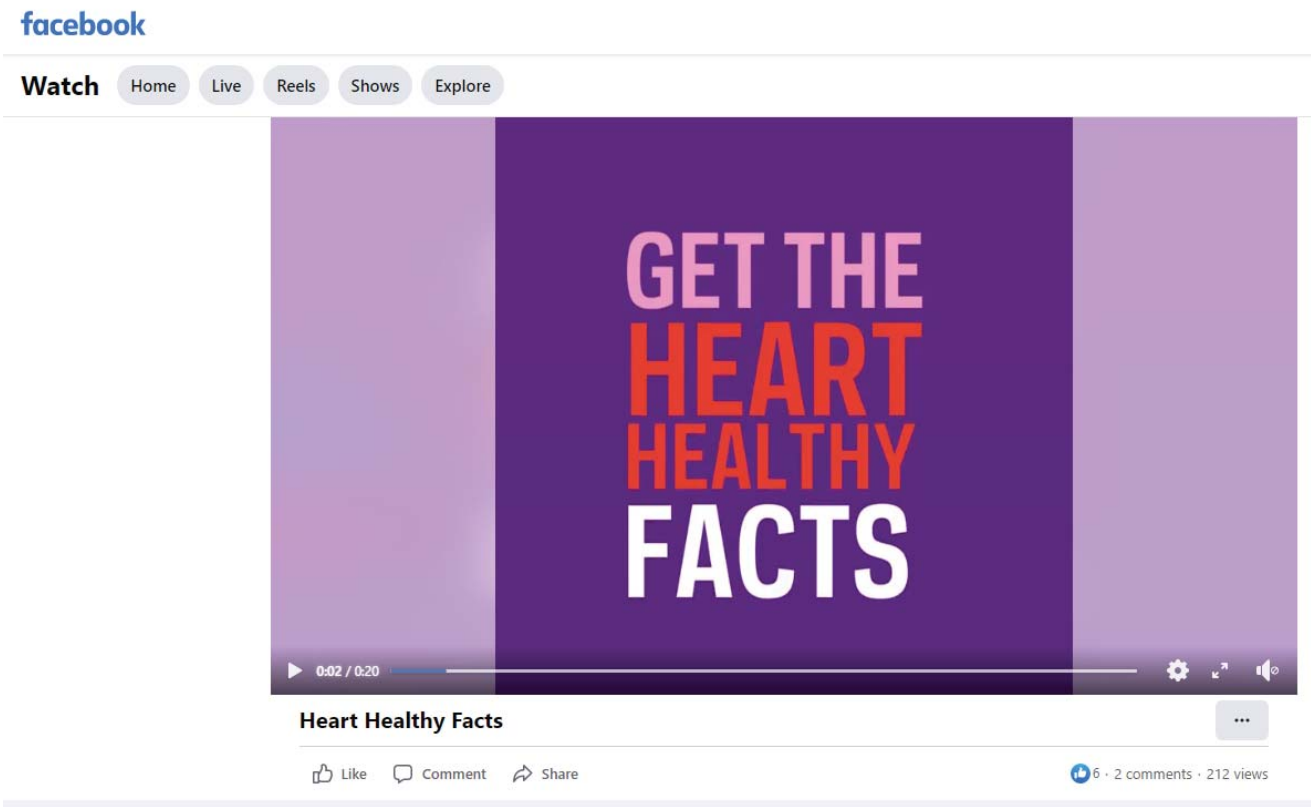


Media: Online Display
First Run Date: September 20, 2021

Media: Online Display
First Run Date: July 19, 2021



Additional Examples of Purple with Accent Color

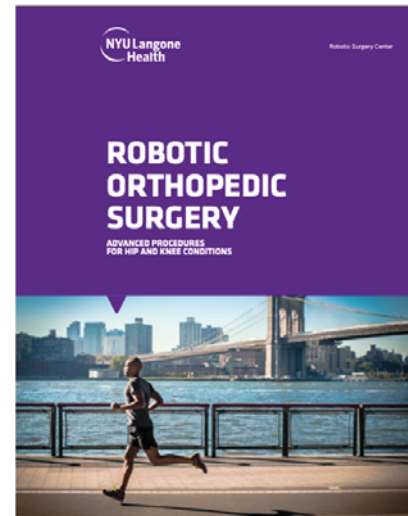
Style	Date posted / (pulled)	Website/Screenshot
Purple with accent color	2/24/23 (as of 6/1/23)	<div><p>The screenshot shows a Facebook video player. At the top, the Facebook logo is visible. Below it, navigation tabs for 'Watch', 'Home', 'Live', 'Reels', 'Shows', and 'Explore' are present. The video itself has a solid purple background. The text 'GET THE' is in white, 'HEART' is in orange, 'HEALTHY' is in white, and 'FACTS' is in white. Below the video, the title 'Heart Healthy Facts' is displayed. At the bottom of the video player, there are icons for 'Like', 'Comment', and 'Share'. To the right of these icons, it says '6 · 2 comments · 212 views'. Below the video player, the URL https://www.facebook.com/northwellhealth/videos/heart-healthy-facts/767866748391164/ is provided.</p></div>

<p>Purple with accent color</p>	<p>3/24/22</p>	<div data-bbox="596 217 1772 1062"><p>A PANCREATIC CANCER PLAN FROM ONE PANEL OF EXPERTS</p><p> Northwell™ Cancer Institute</p><p>RAISE HEALTH</p></div> <p>Online Display.</p>
-------------------------------------	----------------	--

Purple with photo

NYU Langone

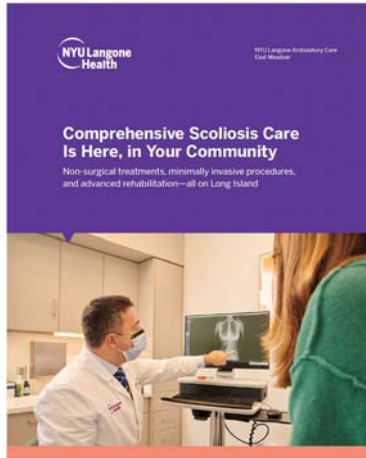
Media: Print Brochure
Date: 2019 (estimated)



Media: Email blast
Date: August 2020



Media: Direct mail, print brochure
Date: May 2022



Media: Digital billboard
Date: May 2022



Northwell

Media: Paid Social
First Run Date: March 10, 2023



Media: Paid Social
First Run Date: November, 16 2021

